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**A DESCRIPTIVE ANALYSIS OF ANGLICISMS
USED IN ECUADORIAN MAGAZINES.**

*Research done in order to achieve the
Bachelor's Degree in teaching
English as a Foreign Language*

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Certification

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CERTIFIES THAT:

This research work has been thoroughly revised by the graduation committee. Therefore, authorizes the presentation of this thesis, which complies with all the norms and internal requirements of the Universidad Técnica de Loja.

Loja, March , 2011

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Dedication

With all my love and affection, I dedicate this thesis to God who has given me the opportunity to live and have a wonderful family.

To my sister, who was always present during this hard process. Also, the culmination of this thesis would not have been possible without the unconditional and constant support of my parents, and my fiancé Giovanni; that is why, I also dedicate this achievement to them.

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Table of Contents

Certification	ii
Contrato de Cesión de Derechos de Tesis de Grado.....	iii
Authorship	iv
Dedication.....	v
Acknowledgement	vi
Abstract	1
Introduction	2
Methodology	5
Discussion	7
Literature Review.....	7
Results	24
Description, interpretation and Analysis of Results.....	75
Conclusions.....	108
Bibliography	112
Annexes.....	114

Abstract

This research project aims to carry out the following investigation “A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN MAGAZINES”.

Azogues, a big City of the Province of Cañar in Ecuador, is the place where this important project has been carried out. The materials which were used for collecting anglicisms were six Ecuadorian magazines with cultural, scholarly and general contents which have a high ranking of audience. Within the Scientific Method, a bibliographic method was used for developing the theoretical frame that proceeds to the present investigation. Furthermore, an analytical and descriptive methodology was used along the whole development of this research in order to do the qualitative and quantitative analysis, the interpretation and discussion of the data that has been gathered through the field research.

From the obtained results, it was possible to analyze, describe and compare the most common anglicisms used in Ecuadorian magazines. In conclusion, having analyzed the results obtained, it can be stated that even though Ecuador has its own richness in terms of language and culture, people are still being influenced by other languages, especially English, and as a result there is a tendency to use Spanish language in a way that, sometimes, it is not appropriate or coherent which is reflected in the magazines.

Introduction

Nowadays, when reading a magazine people find it very common to come across with words that are not Spanish, called anglicisms, and it can be even said that people got used to it. This situation can be due to the fact that English is the most popular foreign language in the world and it is a well-known fact that the impact of English on all the major languages of the world is of overwhelming proportions. The growing influence of English on the language of Ecuador is an example of a linguistic change under contact conditions which have been taking place at a growing pace in the past few decades and now even more due to the immigration that has affected the country, that is why every time it is more often to observe the influence of English in all types of publications and any other papers. Nevertheless, the main concern is about identifying the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines.

In Ecuador, very little information can be obtained about this subject of study. As to this regard, there have been previous studies about “the use of anglicisms in magazines” the term *Anglicism* was first used in the 17th century and refers to an expression from English used in another language and according to Onysko (2007) the press publication are the main gateways for English words entering in the German language, and that the anglicisms are the foremost aspect of the language of the magazine, and in many cases

important magazines function as a role model for other small magazines creating and expanding the use of anglicisms. In a similar manner, *The impact of lexical Anglicisms in Spanish Film Magazines* is a study done by Guzmán (1984) it described that anglicisms have existed for many years, and it is interesting to comment that various loanwords have evidently remained in the language for twenty years.

However; Spanish language have both rejected a lot of them and have adapted many, and with them, have incorporated foreign phonological, morphological and syntactic resources. Still, nobody will deny that both languages are still very much alive. Furthering into this paper, personally believe that this present investigation is of a great importance because the results obtained can be used, in some manner, for making substantial changes in the way people use Spanish language.

In addition, it is important to mention that economic, human and material resources were needed in order to achieve the objectives proposed for this research. Nevertheless, it is worth while mentioning some difficulties this investigation went through, such as the hard time had in finding the suitable magazines for the field research and trying to figure out which words were anglicisms and which were not.

For this research, a qualitative and quantitative methods, based on the linguistic, sociological, ideological and cultural aspects, has been made. Besides, the process of collecting, analyzing and

recording data was done through direct observation of the magazines investigated and were registered in the charts, sheets of paper and notebooks.

Having the information gathered and analyzed, it can be said that the objectives proposed for this investigation project were accomplished. These are: General objective: To research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines. And the specific objectives are: to identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines, to make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects, to establish which variable (cultural, scholarly, and general interest magazines) contained the highest number of anglicisms, and to determine which anglicisms are mostly used.

Finally, having developed this research, which was done in the city of Azogues, it is expected that this thesis would be helpful for the students of Universidad Técnica Particular de Loja and anyone interested on increasing the study of this interesting theme, for the reason that with this investigation has set up basis for further studies and inquired on the use of anglicisms in our country.

Methodology

In order to obtain the scientific information for this present work, the first thing to do was to collect bibliography that would fit our profile of investigation; therefore, the Azogues public library was chosen for this purpose. In this library it was possible to find everything related to this theme.

Concerning to the field research, cultural magazines, scholarly magazines and general interest magazines were read in order to locate the anglicisms. The cultural magazines were about archaeology, history, the life of many important people, etc. The scholarly magazines contained articles about teachers, news about science, technology etc. On the other hand, the general interest magazines were about fashion, sports, beauty tips, entertainment and politics, and this magazine had the peculiarity of having the most number of anglicisms.

This research took place in Azogues, province of Cañar, Ecuador, using a descriptive and statistical analysis method. In addition, for the accomplishment of all of this, reading (skimming and scanning)and note-taking techniques were used; the magazines selected were read one by one in order to identify the most common anglicisms and registered them into the cards, tables, or date collection formats.

Once the data was collected, it was qualitatively tabulated into the charts; that is, the most common anglicisms found during the research were written in order to have the basis for the quantitative tabulation. After this, the anglicisms were classified, and analyzed regarding syntactic, semantic, and morphological aspect.

DISCUSSION

Literature Review

Thousands of languages are spoken around the world, but when two languages come in contact, in this case Spanish and English, the second one seems to influence the first one and as a consequence there are certain variations in the way of production of the Spanish language. Thanks to the import of English into the Spanish culture, nowadays Anglicisms are used in specialized areas like economics, medicine, technology, sports and journalism among others, and due to the rise of the internet in the past decade, an increasing number of Anglicisms are finding their way into the Spanish language.

The use of English words in Spanish is by no means a new phenomenon and can be seen in written language, specially in magazines, dating back over many years. In these instances, loanwords have not only been adopted by the general public, but have been adapted to fit the Spanish grammatical system in such a way that they no longer seem foreign. Being this issue the focus of this investigation, a well structured bibliographic research, which includes concepts such as linguistics and its branches, Syntax and its lexical categories, Contact Language, Language Vice, Barbarisms, Anglicism, Borrowings and loans and of course the previous studies about this subject were stated in order to support it.

For a start Trask (1999, p.56) says that “*Linguistics* is the scientific study of language”. This social science is focused on the research about what the language is and how it is mentally represented. Linguistics tries to describe and explain language; but, it does not focus on the rules, but all the elements that conforms the language, their functions, characteristics. In fact, many scientists have tried to define linguistics, one of them is supported by Aitchison (1992, p. 32) who says that “linguistics is the science that tries to answer the basic question of: what is language? And how does language work?” But in a general sense, linguistics is the study of human language and the social and cultural influences that shapes its development. The other definition comes from Fromkin (2000) that states that Linguistic is the scientific study of natural language, and also studies the language structure and meaning.

Branches of Linguistics

Furthering into Linguistics the Dictionary of Modern English Usage (1988) gives us all concepts of branches of linguistics; for instance, *Morphology*, it is said is the formation of patterns in a particular language including inflection, derivation and the formation of compounds, as well as the study of the behavior and combination of morphemes. There is also a definition from Katamba (1993) suggested that morphology has been regarded as an essentially synchronic discipline, that is to say, a discipline focusing on the study of word structure at on stage in the life of a language

rather than on the evolution of words. Also, pronunciation and intonation of English spoken sounds are important for linguistics; therefore, it is necessary to take a look of some definitions about *Phonology*; the Dictionary of Modern English Usage (1988) says that “Phonology is the systematic use of sound to encode meaning in any spoken human language, or the field of linguistic studying this use”. In addition, Loos (2004, p. 22) says that “Phonology is the study of how sounds are organized and used in natural languages”.

Within this definition, it can be mentioned that all vocal sounds are classified according to their production, composition, distribution, and function into the language. There is also a definition of Fletcher (2007, p. 61) who states that “Phonology always tries to give an explanation about the phonological process when it is in terms of formal rules”. In order to have a better understanding about the focus of phonology, a first view should be taken on *phonetics*, which describes the particular analysis of speech sounds. But from a physiological and physical point of view it is called “the acoustics of the language”. In addition, when there is any reference about of the acoustic of the language, it refers to the way the speech sounds are produced, articulated, transmitted, and perceived. Benitez (2007) says that Phonetics is subdivided into two branches: Acoustic Phonetics, and Auditory Phonetics.

The first one refers to the Physical production and articulation of vocal sounds and the environment where the speech act takes

place. The second one is related to the hearer that receives and interprets the speech sounds. It is important to keep in mind all this information when learning a new language in order to master it.

Additionally to the prior two branches of linguistics, there is another one called “*Syntax*” which according to Burneo, (2007) is a branch of linguistic that studies the formation of meaningful grammatical structures consisting of words, phrases, clauses and sentences and the purpose of English Syntax is to provide students with the necessary tools to understand, analyze, and apply grammatical structures when communicating in the English language. Brendan (2003, p. 12) on the other side, defines syntax as “the discipline that examines the rules of a language that dictate how the various parts of sentences go together”, in fact; knowing about syntax can help to some purposes such as communicate in a correct manner with other people and also to find out about skills, culture and meaning of them, syntax is central and crucial to language learning.

In addition; acquiring syntax of another language may be seen as an issue of internalizing new construction patterns, generative rules, different parameters for innate principles, or collocation probabilities and constraints. Whatever the analysis, the process begins with recognizing that sentences are more than just combinations of words, and that every language has specific limits

and requirements on the possible orders and arrangements of elements.

Furthering into syntax, it is also important to mention its *lexical categories*, which according to Burneo (2007) “A category is a set of elements that has essentially the same distribution, and that recurs as a structural unit in a variety of different sentence positions”. What is more, she also said that there are two types of categories: Lexical categories and Phrasal categories, being the first one English words that have been conventionally classified into eight parts of speech, these are: *Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Conjunction, and Interjection*. Nonetheless; Van Valin (2001) states that according to the traditional grammar the most important lexical categories are *noun, verb, adjective, adverb* and *adposition*, which subsume *prepositions and postpositions*.

There are two branches of linguistics; these are Semantics and Pragmatics, being *Semantics* in charge of the meticulous study of meaning of symbols, and signs in words and sentences. Concerning to this topic Crystal (1987, p. 72) says that “semantics is the study of meaning in language, with reference to as wide a range of utterances and languages as possible” Semantics refers to a description of something and the involved meaning in it. In the same way, the Collins (1991) states that: Semantics is one of the branches of linguistics that is related to the meaning of the language.

However, this is not all about semantics, since this field of linguistics covers other sub-fields. Semantics also studies the meaning of the words and the combination of linguistic signs and their respective combinations, but from a synchronic and diachronic point of view, Peñalosa (1981) states that from a synchronic point of view, semantics refers to a language, which exists at a determined point in time, but not historically; and from a diachronic point of view, it refers to the developing of a language, through time.

In addition, it says that there is a special point, which is necessary to enunciate into the branches of linguistics, this is “tracing” which makes reference to the accepting of the semantic content of a word or foreign expression, by translating its meaning through linguistic units that are directly related to the receptive language. Burneo (2007) also says that there are two types of meanings which can be identified as “word meaning” and the “speaker’s meaning”. The “word meaning” can be found in a dictionary but, the speaker’s meaning makes reference to all that a speaker tries to transmit through the language, such as his feelings, ideas, opinions, etc.

Moreover, a comment given by Tripp (2000), states that in human language, it is very important that the speaker carefully combines speech sounds, which are directly related to their proper and true meaning and this way form something understandable by those who share the same language. Finally, human communication,

based on what was expressed above is a perfect and singular combination of vocal sounds, grammar structure, and denoted meaning.

Then, there is *Pragmatics*, which is in charge of the study about the use of language in communication. According to Burneo (2007), Pragmatics does the hard work of analyzing the various relationships between the pronunciation that we call the ability of the speakers to communicate among them through a natural language, and the social environment where the act of communicating takes place. For Trask (1999) Pragmatics is involved with the extra linguistic factors that control the preferences of language of the speakers at the moment of executing the speech act, which could be the social awareness, culture, and behavior; it is to say that, all these elements affect direct or indirectly the act of communicating, in a way that the pragmatic competence is affected too, since the main goal is to achieve communication.

In other words, pragmatic competence is the ability to understand and interpret the expressions that do not carry intrinsic meaning. Finally, there are many speakers who have amazingly influenced over a multitudinous audience of thousands of people, who have strictly followed their orders and commands, attending constantly to their speech act.

After a conscious analysis of the many aspects of language, it is also important to talk about *Language Contact* which according to Yaron Matras (2002) is when speakers of different languages interact in one place and their languages influence each other. In other words, language contact refers to those instances of deviation from the norms of either language which occur in the speech of bilinguals as a result of their familiarity with more than one language. Language contacts have, historically, taken place in large part under conditions of social inequality resulting from wars, conquests, colonialism, slavery, and migrations. At the same time Wikipedia (2010) states that “language contact occurs when two or more languages or varieties interact”. It is to say that when speakers of different languages interact closely, it is typical for their languages to influence each other and therefore Language contact occurs in a variety of phenomena, including language convergence, borrowing, and relexification. In addition, Clyne (2003) says that language contact is basically the result of the interaction of communities of people of different languages’ background living in contact.

Now, In order to enlarge the linguistic perspective it would be necessary to analyze *Language vice* which according to Partridge (1997) are those “factors that affect the normal development of the verbal communication experience”. And these can be classified in Pragmatic Vices, which according to the same author, occur when people use any outdated or non-standard linguistic form, it is also

said that the pragmatic vices have been classified into two groups; Archaism and Neologism, being the first one all those words or expression that have become outdated either in speech or writing and are being replaced by new conventional forms. For instance, the Spanish word “Vosotros” has gradually been replaced by the word “Ustedes”.

Continuing with the second one which is Neologism it can be stated as a new word or phrase that comes up to refer to new objects or to substitute archaic forms. It is also said that during this process of change, the forms of language can be altered when new words are minted to gradually incorporate to the standard system.

Within this explanation, there is also one important topic to be considered in this investigation and is *Barbarisms* which according to Wikipedia (2010) refers to “a non-standard word, expression or pronunciation in a language particularly an error of morphology” it can be said that this term is little used by linguistics today, because of its pejorative tone, and the fact that it is not clearly defined. However; it is of a great significance to have in mind the difference between barbarisms, which is specifically, indicates a misuse of language, and barbarity, which indicates a severity of cruelty or brutality that is generally unacceptable among a civilized people. In the same line Dupriez (1991) states that a barbarism is an expression which do not belong to the language, in other words it is a mistake that might be due to the borrowing from a foreign language.

According to Kane (1988), “ a barbarism is either a nonexistent word or an existing one used ungrammatically” (p.194)

Finally, let's focus on *Anglicisms* which according to Wikipedia (2010) is “a word borrowed from English into another language”. Also, the term Anglicism, is usually consider to be substandard or undesirable. For instance; for historical reasons in Quebec French people picked up its Anglicisms from a gradual process of linguistic borrowing resulting from living among and alongside English speakers for two and a half centuries since the British Conquered them. Therefore it can be said that an Anglicism is a “neologism”, that is to say, an innovation in the Spanish language whose source is a foreign language.

Besides this definition, Radovanović (2000, p. 207), states that an Anglicism, in a narrow definition, is “A word borrowed from English which in the course of the transfer is adapted to the receiving language in order to be integrated into its linguistic system”. Moreover, he also defines Anglicisms, in a broad sense, as “Any word borrowed from the English language denoting an object or a concept which is at the moment of borrowing an integral part of English culture or civilization”. Analyzing the words stated before, it can be said that basically Anglicisms are the inclination of people of one language to imitate and implement terms and expressions from others, this situation has been happening all the time, thus, English words have become part of the Spanish language, for example the

word cheerleader has become the preferred term over the Spanish term *animadora*. What is more, in few cases English words have even replaced Spanish ones; just take for instance the word “mouse” that is widely used by Spanish speakers to refer to the computer device “raton”.

On the other hand, Onysko (2007) states that Anglicisms has to do with attitude, he said that this plays a central function in the production of Anglicisms, the majority of it is being used because people want to generate an atmosphere of modernity, given that Anglicisms are used in many areas such as fashion, sports, music, business and communication, and they can occur on all linguistic levels- phonetic, morphologic, semantic, syntactic or stylistic ones.

Getting deeper in the subject matter we also have Filipovic (1996) who gives a much precise definition of Anglicism; he said that the motives for the lexical borrowing of the English words into other languages it is because people have the tendency to use Anglicism as a need to imitate other more dominant groups – in this case English culture with its language. Besides, he also says that the transfer of words from English to other languages, (in this case Spanish) can be *direct* or *indirect*. In the first case, it happens when English as a donor language and a receiving language have close geographical, cultural, sociological or political connections. In other words, it can be taken as direct transferred of expressions into the target language. In an indirect transfer this process of word borrowing happens via

various media. Such a performance is then called an indirect borrowing. English loan-words, which are borrowed into a different language through various processes, can have a strong influence on the receiving language. Those kinds of words or expressions are the so called *Anglicisms*.

Additionally, for a better understanding of what has been written above it is necessary to take into account *Borrowings and loans* which according to Nielsen(1994) explain that an argument to favor of lexical borrowing and loans is that it is always possible to go back to the original word used in the source language and look it up in a monolingual definition dictionary in order to find a correct definition of a particular concept which has no corresponding in the receptor language.

In addition, Jaramillo (2009) says that borrowings and loans occur when two languages are in contact with each other and a word from the second language enters the first language. In other words it would be in essence the influence exerted by English on the vocabulary (or lexical component) of another language, in various ways it can deliver new meanings or nuances into the borrowing language, loan translations. Moreover, Szepan (2005, p. 13) defines borrowing and loans as “Taking a word or phrase from one language into another, or from one variety of a language into another” in other words, it would be a word taken from another language and used in their own.

Getting further and keeping up with the theme Anglicisms, it is said they appear on *magazines* which according to Collins (1991) are publications commonly published on a regular schedule, it can be weekly or monthly, containing a assortment of articles, generally financed by advertising, that are purchased by a price.

In addition, Helin (2000) says that Magazines regularly have articles on popular topics of interest to the general public and *its language* is written at the reading level of most of the population. Nonetheless everything would depend on the type of Magazine being read given that magazines are available on every possible topic people could think of. Summing up, magazines are publications typically published weekly, or monthly that contain a diversity of commentaries on various subjects and its language has individual features such as slang, special vocabulary, short sentences and paragraphs, jargon, lots of statistics, frequent repetition or extreme words, that would relate to the perceived audience.

After having studied some aspects of the language described above, *previous studies about the use of Anglicisms in magazines* will also be revised in order to give the reader a better understanding about of the complex theme being studied. Thus, for a start we have a study conducted in Germany by Onysko (2007) who said that press publication are the main gateways for English words entering in the German language, and that the Anglicisms are the foremost aspect of the language of the magazine, and in many cases important

magazines function as a role model for other small magazines creating and expanding the use of Anglicisms.

In addition, an important research about anglicisms is called *Anglicisms in German. How many prominent Anglicisms are actually Pseudo-Anglicisms?*. This pragmatic analysis of language is about anglicism in German. It is aiming at finding out how many and pseudo-anglicisms are currently in use in spoken language. 100 Germans were asked to name 10 anglicisms. It was done intentionally to do the survey in an university surrounding, in the street and via email in order to get as big a cross-section of people as possible. When the survey was completed, 1.000 terms, idioms and expressions had to be brought in order. This was done via the help of Microsoft Excel. Once lined up, the terms were sorted by alphabetical order. Now it was clear which words were named. According to Christian Ekenbrecher, if a supposedly English word evolves in the German language that is not existent in English unless a change in meaning is applied, it is a Pseudo-Anglicism.

In a similar manner, *The impact of lexical Anglicisms in Spanish Film Magazines* is a study done by Guzmán (1984). It described that Anglicisms have existed for many years, and it is interesting to comment that various loanwords have evidently remained in the language for twenty years. However; Spanish language have both rejected a lot of them and have adapted many, and with them, have incorporated foreign phonological, morphological and syntactic

resources. Still, nobody will deny that both languages are still very much alive. The research for this paper was carried out in two phases, the first in the early 1980s, a time when computing facilities were not yet generally available; the results of this first phase have been reported in Guzman (1984, 1986). The second phase of the project was begun nearly twenty years later. I was thus able to carry out a real-time study of the influx of English loanwords into Spanish despite what in retrospect seem unfortunate shortcomings in the original study, and to test final statement made in Guzman.

On the other hand, a study done in Italia: *Calques and loans words from English in Italian specialized press. An investigation on the names of sports*. By Cappuzzo (2008), who mentions that one of the reasons for using a number of English loanwords in Italian sports or newspapers is the need for brevity of expression, a feature which can be found not only in the language of journalism but also in particular communication in general. The corpus studied is made up of the three main Italian sport dailies- “La Gazzetta dello sport”, the “Corriere dello Sport” and “Tuttosport” – Which have been observed in their on line version through the second sixth-month period of 2006. Considerable number of similes, metaphors and idiomatic expressions from the practice of sport, as well as from its techniques and strategies.

Therefore, we have the investigating called: *Mutual Influence between Languages: Anglicisms, Hispanisms and Other Loans*. Made

by Amore (2009) who says that basically Spanish language has taken borrowed words of most of the main languages of the world. And along the history the translators have spread the use of the loans, until they become indistinguishable of the vocabulary host. The translators mediated and they were responsible for the lexical crossed pollination, taking words of other languages, adapting and adopting, the same as their couples in Toledo. This article to describe the historical process of the incorporation of linguistic loans in English and Spanish, demonstrating its mutual influence, and the impact that they have suffered for, and exercised on, other languages.

In addition, the research *Economic anglicisms: adaptation to the Spanish linguistic system*. Conducted by Lopez (1991) said that language was a defining characteristic in the idiosyncrasy and identity of a country and the rapid growth of economic development makes the borrowings of words necessary because there are no semantic equivalences in Spanish, as in .bancarización, commodity, joint-venture, leasing, management, swap,. Etc. This paper provides a semantic analysis of the changes in lexis this language contact brings about, through the different linguistic mechanisms of inter-language adaptation involved.

In the same line, we found the following study called: *Examples of False Anglicisms: Retrieval Problems in a Large Corpus of Written Italian*, made by Furiassi (2003). The first one consist one detailed study of the structure of already available false anglicisms

taken from the start-up list described above. The second part, more challenging and innovating, was that of finding a way to retrieve new false anglicisms exploiting computational tools and techniques.

Furthermore, *English Borrowing in Venezuelan Spanish* conducted by Asension; which the present study was exploratory in nature since it analyzed in a qualitative way the use of Anglicisms in a small corpus of Venezuelan computer-related web, news, and magazines through to collect and analyze the data.

An important research about the use of anglicisms is *Anglicization in Quebec City: A study of the correlation between Anglicization and Social in Quebec City* made by Vivien (1973) who describes anglicisms are present in all languages, their influence is such that people easily assimilated words without realizing that we are slowly losing our true language. That to develop linguistic based on anglicisms and your constant influence.

As a conclusion; recalling words from Filipovic, (1996, 37) an Anglicism “is a word borrowed from English which in the course of the transfer is adapted to the receiving language in order to be integrated into its linguistic system”, and even though a lot of research has been done in our country and abroad, there is still a lot of work to be done, that is why it is hoped that this paper can somehow play, at least, a small part in contributing to the better understanding of how Anglicisms are used in the Ecuadorian Magazines.

Results

Qualitative tabulation

Table One

Variable: Cultural magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
La casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrion N. 1 Enero 2010	Web	Estamos en su primera etapa que incorpora las Redes Nacionales de la pagina web .	Noun	1	Somos los ladrillos de una casa por hacer	16
	Internet	...los porcentajes de incremento anual, los mismos que son publicadas en la pagina de Internet .	Noun	1	Informe económico para la comisión ocasional de cultura de la Asamblea	25
	Web	La junta plenaria, recibió el informe y dio su voto de aplauso, por las múltiples posibilidades que ofrecía la pagina web .	Noun	1	Informe de la comisión política, creada el 22 de septiembre del 2009	55
La casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrion N. 4 2009	Gay	Se suman una interesante dossier sobre lo gay en el arte.	Adj.	2	La casa en la prensa. La casa 67: una entrega con perfiles y reflexio-	12

		El arte gay , si así insistimos en llamarle, debe ser entendido como una expresión...	Adj.		nes	
	Filmes	,organizó un festival de cine que, igual que los dos anteriores, contó con sugestivos filmes producidos entre 2003 y 2007.	Noun	1	Festival de cine israelita	22
		
	Film	Un film modesto, sin mayores búsquedas estéticas , ligero, como viento perezoso.	Noun	1		34
	Internet	,así Internet esta plagado de pésima literatura.	Noun	2	La joven poesía ecuatoriana	
		
	Fútbol	Me refiero a que la poesía, y el arte, en general, forman parte de nuestras vidas, como ocurre con la televisión, el fútbol , el Internet , y... Donde el fútbol y la política Reemplazaron a las ideas,...forman	Noun	2		35

		parte de nuestras vidas, como ocurre con la televisión, el fútbol , el Internet, y...	Noun			
	Club	...el taller Masónico, o el club de Tobi, para determinar lo que se debe o no se debe crear?	Noun	1	Lobos hambrientos	38
	Internet	Facebook, es decir, con el de páginas de Internet en las que adolescentes socializan y se muestran a través de fotografías osadas y posadas.	Adj	1	La literatura ha muerto	40
	Boom	...Juan Carlos Onetti se quedó y se perdió el boom pero se ganó nuestro respeto. , aunque sea por unas horitas, como los fenómenos de una boom añejo.	Noun Noun	2 	La novelaría de nuestros novelistas	42
	Filmes	Filmes como el Chulla Romero y Flores y los Sangurimas, de Carl West.	Noun	1	Feria nacional del libro sobre la competencia	52
		54

	Close upaproximars e a la niña y esta , en close up , le hiciera un guiño y formando un revolver con el índice y el pulgar de su manito dijera ¡Bigou!.	Verb	1		
	Down	Si a esos niños no le obligaran, nunca competirían, porque la idea de competencia no es una idea down .	Adj.	7		
		La niña down actúa como si no lo fuera, al dominar con sabiduría la situacion	Adj.			
		Los niños down no tienen ego.	Adj.			
		No hablan así, pero los niños down son todo corazon.	Adj.			
		Los niños down no necesitan el estimulo de pasarle por encima al otro para progresar en su deficiencia.	Adj.			
		...desde el punto de vista de un niño down no tiene el sentimiento de	Adj.			

55

		competencia.un ejemplo de carrera de los 100 metros planos entre niños down Adj.		
	Confort	...en lo que conciene a ambientación, higienización y confort de las personas...	Noun	1	Asesoría a la Biblioteca Nacional	56
	Web	Estamos permanentem en-te ligados vía web	Adj.	1		
	Boom	Sino que ya se lo ha hecho. El boom del realismo mágico ya esta bastante distante aunque hay secuelas.	Noun	1	El narrador en su tinta	63
	Ring	Tres en un ring , donde la violencia convierte en poesía.	Noun	1		63
	Best-seller	Una auténtica best-seller como la calificó el gran estudioso norteamerica no Michael Handelsman, capaz de agotar una edicion entera de su libro <i>Mujeres Divinas</i> .	Noun	1		66

	Link	Con un vinculo (link) para descargar una antología virtual	Noun	1	El pie de la letra: de creadores indulten- tes y críticos aséptico	71
 Web Llegue a la pagina web por pura casualidad.. Noun 1		

Author: Elena Méndez Rivera

Tabla two

Variable : Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
América economía Nro.056 Agosto 2010	Ránking	<p>Durante cuatro años consecutivos la presencia de empresas ecuatorianas en el ránking de las mayores en América Latina</p> <p>.....</p> <p>corporación Favorita y conecel que decrecieron en su facturación en conjunto y descendieron en sus posiciones de ránking.</p>	<p>Noun</p> <p>.....</p> <p>Noun</p>	<p>2</p> <p>.....</p>	El Verdadero Crecimiento	6
	Ránking	<p>El ránking seleccionó a los 20 mejores centros hospitalarios de la región, lo cual no significa que no haya buenos hospitales y clínicas fuera de ese listado.</p> <p>.....</p> <p>En mi caso ocurrió que conocí su revista por este ránking cuando buscaba un programa de postgrado,</p> <p>.....</p>	<p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p>	<p>4</p> <p>.....</p>	Consulta del doctor	10

		<p>...., se elaboro el ránking con las instituciones que sí respondieron.</p> <p>.....</p> <p>Entendemos que como era la primera vez que se realizó el ránking muchas prefirieron conocer su resultado antes de participar en él.</p>	<p>Noun</p> <p>.....</p> <p>Noun</p>		
	Commodi -ties	Eso, acompañado de los buenos precios que tienen los commodities que exporta Brasil.	Noun	1	Bajando el punto de cocción	18
	Home theater	Polaroid ha buscado diversificar su oferta de productos, especialmente en tecnología de home theater , avances en imagen y audio que permite disfrutar...	Noun	1	La nueva vida de Polaroid	19
 Surround	<p>.....</p> <p>experiencias similares al cine en casa, como sistemas de video en 3D, sistemas de sonido surround, e Internet TV</p> <p>.....</p>	<p>.....</p> <p>Adj.</p> <p>.....</p>	<p>.....</p> <p>1</p> <p>.....</p>		

	Internet	, como sistemas de video en 3D, sistemas de sonido surround, e Internet TV.	Noun	1		
	Outlook	Fuente: Global entertainment and media outlook , de PWc	Noun	1	¿Qué hacer?	22
	Breake-ven	“ Con un mínimo de éxito, en 18 meses Mubi habrá alcanzando el breakeven ”, se entusiasma Constantini desde Buenos Aires.	Noun	1	Cine por joystick	22
	Internet	Internet y los sistemas de alta de definición permiten llegar con calidad al mercado mundial.....	Noun	1		
	Tax	...el gobierno australiano de imponer un super tax de 40% a las utilidades de las empresas mineras	Noun	1	Todo tiene su precio	24
	Royalty	Ha abierto la discusión sobre el royalty que cobran los países mineros del mundo por	Noun	1		

		cada libra de mineral extraído.				
	Hardware	Alperowitch tendrá entre sus metas el aumentar las ventas de hardware y el volumen de páginas impresas.	Noun	1	Van y Vienen	26
 Managing Partner Deja el cargo de managing partner para América Latina en el área de infraestructura de Brookfield Asset Management. Noun 1		
	Stand by	Fue breve y los pocos flujos de inversión extranjera continuaron en stand by .	Noun	1	Infortunio laboral	28
	Fútbol	El mundial de fútbol nos dio un mes para alejar la mirada en forma momentánea de las preocupaciones relacionadas con la economía mundial. El mundial de fútbol habrá sido de muy poco consuelo para los 19.9% de desempleados españoles.	Noun Noun	2 	Un poco de economía, mientras la pelota rodaba..	30

 Commodities los mercados de divisas y también los mercados de commodities Noun 1		
 Gol Tampoco el gol de Donovan a último minuto, habrá alegrado a los 9.7% de desempleados en los Estados Unidos. Noun 1		
	Marke- ting	Consultores en evaluación de riesgo, toma de decisiones, finanzas, marketing , valoración y planificación estratégica.	Noun	1	Roadmak solutions	34
 Software Marcas-derechos de autor (software / uso de obras) Noun 1		35
	Ránking	Tiñe todas las conclusiones de esta nueva edición del ránking de las 500 Mayores Empresas en América Latina. Y es que esta nueva edición del Ránking de las 500 mayores Empresas de América	Noun Noun	9 	Muito Obriga-do	36-37

		<p>ránking.</p> <p>.....</p> <p>Mientras que las 226 empresas brasileñas en este ránking incrementaron en promedio sus ventas en 42%, las 274 del resto de América Latina sólo lo hicieron en 4,5%.</p>	<p>.....</p> <p>Noun</p>	<p>.....</p>		
	Ránking	<p>.....,las empresas mexicanas en este ránking alcanzaban las 241 y sus ventas representaban el 59% del total.</p> <p>.....</p> <p>Chile, el tercer país que más aporta empresas a este ránking, no tuvo un buen año.</p> <p>.....</p> <p>Entre las empresas chilenas hay caídas violentas en empresas que siempre fueron casos destacados de este ránking.</p> <p>.....</p> <p>Argentina, con 33 empresas en este ránking (36 el año anterior), estuvo a punto de perder el</p>	<p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p>	<p>6</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>No todo es Brasil</p>	<p>38-39</p>

		cuarto lugar frente a Colombia. Han disminuido sistemáticamente su presencia en el ránking Algunas de ellas salieron del ránking ; no obstante, no por desaparecer o achicarse sino pues simplemente dejaron de dar a conocer sus resultados.	Noun			
	Boom	La madurez que ha alcanzado esta industria le permite crecer en tiempos de boom y volver a crecer en tiempos de crisis,...	Noun	1		
	Ranking	Esta edición del ranking muestra además que ya son 456 las empresas de la región., la próxima edición de este ránking mostrara solo empresas con ventas superiores a los US\$1.000 millones.	Noun	2	Crecimiento y rentabilidad	40
	Club	Así, nos	Noun	1		

		encaminamos a un nuevo hito en el más selecto club de las empresas de America Latina.				
	Ránking	<p>Posición en el ránking mundial de facilidad para hacer negocios (más cerca de 1, mejor)</p> <p>.....</p> <p>Posición en el ránking mundial de percepción de corrupción (más cerca de 1, mejor)</p> <p>.....</p> <p>Ránking de Libertad Económica (más cerca de 1, mejor)</p>	<p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p>	<p>3</p> <p>.....</p> <p>.....</p>	<p>Instituciones para los negocios</p>	<p>71</p>
	Ránking	<p>Sin sorpresas llega para Ecuador el ránking de las 500 mayores empresas de América Latina.</p> <p>.....</p> <p>La novedad viene por el lado de su ubicación dentro del ránking.</p> <p>.....</p> <p>, que mantienen los cuatro primeros puestos del ránking de</p>	<p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p>	<p>4</p> <p>.....</p> <p>.....</p>	<p>Rostros ya conocidos</p>	<p>74-75</p>

		América Economía.son las únicas ecuatorianas dentro del ránking de las 500...	Noun		
	Holding; y otra , de la refinación y comercialización. “ Y un holding que administre ambas”.	Noun	1		
	Commodity En el caso de Petroecuador, comenta sus ingresos provienen de la venta de un commodity	Noun	1		76
	Ránking	A la estatal brasileña convertirse en el nuevo líder del ránking de las 500 Mayores Empresas de América Latina. Petrobrás conquistó el primer lugar en el Ranking de las 500 Mayores Empresas de América Latina	Noun Noun	2 	Petrobrás: Bienvenido al primer lugar	78

		<p>que el retailer aprendió tras su rotundo fracaso en Alemania.</p> <p>.....</p> <p>..,Tottus (cadena de supermercados del retailer chileno Falabella) es el que mejor lo hace.</p> <p>.....</p> <p>...y que no pretende dejar la corona de ser el mayor retailer de América Latina.</p> <p>.....</p> <p>Perú y Chile, por ejemplo, son países que no están preparados para adoptar el modelo “hard discount”</p>	<p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p>	<p>.....</p> <p>.....</p> <p>1</p>		
	Ránking	<p>Los países incluidos en el ránking son: Argentina, Bolivia, Brazil, Chile, Colombia. Costa Rica, Ecuador...</p> <p>.....</p> <p>El ránking no incluye bancos e instituciones financieras debido a que el criterio de ordenamiento corresponde a las ventas,</p> <p>.....</p>	<p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p>	<p>5</p> <p>.....</p>	<p>Así hacemos las 500</p>	<p>86</p>

		<p>El orden del ránking es determinado por el monto de ventas netas en dólares a diciembre de 2009.</p> <p>.....</p> <p>.....</p> <p>El ránking intenta uniformar al máximo la información contable publicada en la región.</p> <p>.....</p> <p>La información consignada en el ránking de empresas abiertas o en la bolsa corresponde,</p>	<p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p>			
	fútbol	Luis Fernando Suárez entrenó a la selección Ecuatoriana de Fútbol .	Noun	1	Buscando la nueva receta	90
	Fútbol	<p>Más de una vez le han preguntado por qué estudió Leyes si bien pudo dedicarse al fútbol.</p> <p>.....</p> <p>Que los negros solo sirven para vender cocada, bailar salsa, tener buen sexo y jugar fútbol</p>	<p>Noun</p> <p>.....</p> <p>Noun</p>	2	Por las buenas o por las malas	94-95
	Ranking	Y ocupa el décimo lugar en el ranking mundial de	Noun	1	Itausa	100

		bancos según capitalización de mercado.				
Emprendedores. Enero /febrero 2009 Nro.31	Kit	1 kit de esencias (eucalipto) Vapor Life viene con garantía de un año y en el kit , encontrara...	Noun	2	Pensando en tu salud...	6-7
 Internet , tan solo necesita un ordenador e Internet	Noun	2		
 Web	Mediante el Internet , las personas pueden mejorar su nivel de vida.,tan solo el interesado entra al portal Web , ingresando sus datos...que todos los días interactúan en el PORTAL WEB ...	Noun	2		
	Hip-hop	La fuente de motivación fue el género de música denominado hip-hop ,...	Noun	1	Jóvenes con capacidad creadora y casta de campeo- nes	15
	Internet	Baja las imágenes del Internet al escritorio de su servidor,	Noun	1	La comuni- cación en las Organi-	35

		retoca las mismas utilizando adobe photoshop,...			zaciones	
	Long play	Primera ocasión que se grababa en América un álbum de dos long play de una sola obra.	Noun	1	Beto Méndez	36
	Grill	Reunidos puntualmente para dar cuenta del lechón asado en algún grill de Caballito.	Noun	1	De olores y Brazaletes Milagrosos	37
	Bares	restaurantes, bares , debidamente calificados deberán incluir la propina establecida por el – Decreto Supremo...	Noun	1	Régimen Impositivo Simplificado (RISE)	39
	Internet	Pues el 81 % han visto o quieren ver videos por Internet ,en tanto que el 60% pasa aproximadamente el mismo tiempo en Internet El Internet ha cambiado nuestra forma de ver el mundo, y muchos expertos lo consideran ya el principal avance	Noun Noun Noun	9 	Internet vs. Tv.	43

		tecnológico del Siglo XX.		
		..., así un 23% ve la televisión simultáneamente con Internet y un 21 % escucha la radio.	Noun		
		...un 15% utiliza el Internet frente al televisor y un 14% reparte su atención con la prensa diaria.	Noun		
		...,él Internet tiene un consumo elevado, constante en sus usos durante el periodo de tiempo más prolongado, de 10 pm a 6 am.	Noun		
		gracias a sus usuarios que “viven” en Internet , generando incluso una corriente humorística que sólo pueden entender los que navegan regularmente.	Noun		
		Ahora podemos ver por el Internet , televisiones de todo el mundo, programas amateurs, y	Noun		

		<p>videos de mil y un temas que se propagan por la red...</p> <p>.....</p> <p>La penetración de la banda ancha en todo el mundo empuja el acceso de más gente a los contenidos de Internet.</p>	Noun		
	<p>Show</p> <p>.....</p> <p>Fashion</p> <p>.....</p> <p>Glamur</p>	<p>Show de la moda</p> <p>.....</p> <p>... “Ambato fashion Police”.</p> <p>Show de la moda Ambato fashion pólce.</p> <p>.....</p> <p>Glamur, moda y belleza es lo que ...</p>	<p>Noun</p> <p>.....</p> <p>Adj.</p> <p>.....</p> <p>Noun</p>	<p>1</p> <p>.....</p> <p>2</p> <p>.....</p> <p>1</p>	<p>Show de la moda Fashion Police</p>	44
	<p>Clubes</p> <p>.....</p>	<p>Dejando de lado ofertas económicas de otros clubes como Barcelona o Liga.</p> <p>.....</p> <p>...jugadores relegados por algunos clubes y varios extranjeros....</p> <p>.....</p> <p>A diferencia de clubes como el Barcelona, ...</p>	<p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p>	<p>3</p> <p>.....</p> <p>.....</p>	<p>Un titulo con “Quito Corazon”</p>	46

	Club	Aquella noche la plaza del Teatro, génesis del club , se trasformo en un verdadero “zambodromo ”	Noun	1		
 Goles Deportivo Quito jugó en el torneo 41 partidos, ganó 24, empató 10, perdió 7, marcó 66 goles y recibió 30. Noun 1		

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Table Three

Variable : General interest magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Vistazo Nro. 1030 Jul.22/10	Internet	Orientarnos con mapas y buscar en Internet cualquier duda sobre direcciones o inclusive datos turísticos.	Noun	1	Viajes y tecnología	4
	Fútbol	El espectáculo del mundial de fútbol en cada nueva edición revela algo similar a lo que ocurre en la política. O que la escuela holandesa del fútbol total se ahogue tres veces en la final mientras los Tanto en fútbol como en política deviene imprescindible comprobar afinidades con los genes de los pueblos,...	Noun Noun Noun	3 	transfusiones	9
	Ranking	El ranking de las viajeras, asambleístas que más lejos han ido en los últimos seis meses.	Noun	1	El ranking de las viajeras	15

	Web	Según se desprende de la parcial información que sobre esto se da en el sitio web de la Asamblea.	Noun	1	La Asamblea el “todo vale”	42
	Hippie	La cultura hippie propicio acercamiento de los gurús a occidente.	Noun	1	Budismo Aquí y ahora	51
	Web	El hotel cuenta con el servicio de reservas a través de su pagina web www.guayaquil.hilton.com .	Adj.	1	Tecnología de la mano	56-57
 Bares Con 294 habitaciones y suites, 8 restaurantes y bares , con ofertas para todos los gustos, Noun 1		
 Business center , y es permanente en 3 puntos del hotel: el lobby, el business center y en los pisos ejecutivos., con ofertas para todos los gustos, business center , espacios permanentes con wi fi, salas de reuniones... Noun Noun 2 		
		

	Internet	El acceso a internet esta disponible en las tres habitaciones , los salones del nivel B,....	Noun	1		
 Confort Total privacidad y confort de sus huéspedes. Noun 1		
	Internet	El doctor Internet , preocupado por la cantidad de autodiagnósticos basados en información obtenida en la red	Noun	1	Implantes dentales	59
 web Karunakar, cirujano ortopédico estadounidense se dirigió un estudio para analizar los datos que se obtienen en la web Noun 1		
	Copy-right	...Estados Unidos, para cuestionar a la otra C del copyright o derechos del autor	Noun	4	Doble C en los derechos de autor	60-61
	 Creative Commons creo sus propias licencias que reemplazan a las estandarizadas del copyright Noun		
			

		Pero la doble C no quiere ser una competencia del copyright ...	Noun			
ya que sigue siendo capaz de proteger cualquier derecho que el copyright protege.	Noun			
	Internet	Y fue Internet y sus redes hiperconectadas quienes nos entregaron las infraestructuras donde, ...	Noun	2		
	La gran artífice para el descubrimiento de contenidos a sido Internet .	Noun			
	Copyleft	Creative Commons es una organización que se ha hecho conocida como parte del movimiento copyleft	Noun	1		
	Web	... ya que existe gente interesada en difundir sus creaciones y colgarlas en la web .	Noun	2		
	Todas están				

		disponibles en sitio web y han sido redactadas para que los abogados y...	Noun			
	Fútbol	Supera cualquiera de las aventuras y sordidez que han protagonizado ciertos astros del fútbol carioca. Cuando dejó Fozdo Iguazu para ir a Curitiba, detrás de un enamorado, un jugador de fútbol amateur.	Noun Noun Noun	2 1 1 1	De estrella de fútbol a asesino	62-63
	Clubes	Asediado por clubes europeos como el Milan y el Porto	Noun	1		
	Internet	En su pagina de Internet , coloco fotos de ella con siete jugadores diferentes:	Noun	1		
	shock Estamos en shock por la frialdad del futbolista.	Noun	1		
	Stencil	Sus urinarios dibujados con stencil (grafiti con plantilla) son una “intervención gráfica a manera de publicidad	Noun	1	Mensaje claro	68

	Gays	..., la represión y la homofobia con respecto a las personas LGBT (lesbianas, gays , bisexuales)	Noun	1	Después de “un hombre muerto a puntapiés”	71
	Bar	Así como quienes acuden al bar Socios, un “refugio de pervertidos”	Noun	1		
	Gay	Lucrecia Maldonado produce otro gran giro en la literatura gay ecuatoriana...	Noun	1		
	Fútbol	Pero mis mundos narrativos: la calle, el fútbol , el box, la música, son de hombres.	Noun	1	Entre líneas	72
	Box	la calle, el fútbol, el box , la música, son de hombres, básicamente.	Noun	1		
	Chearle a-ders	Todo el mundo tiene derecho a parar la olla, pero para chistes, trasero, escotes y chearleaders ; el espacio, por último, es otro.	Noun	1		

	Rap	EEUU se alimenta del rap .	Noun	1	Música Kylie Minogue	75
	Reggae	Ritmos que van desde la balada tropical hasta el reggae y el dance.	Noun	1		
	Dance	Ritmos que van desde la balada tropical hasta el reggae y el dance .	Noun	3		
		Con mucho del pop y el dance que ya exploró en discos como “Fever” (2002) y “Light years” (2000)	Noun			
		Colaboradores del dance como son Calvin Harris, Jake Serás (Scissor Sister)	Noun			
	Pop	Minogue lanza su undécimo álbum, el cual es una vuelta a sus raíces, con mucho del pop y el dance	Noun	1		
	Fútbol	Tanto en el fútbol como en otras disciplinas, los éxitos no crecen como hongos	Noun	8	España en el podio mundial	78-79

		silvestres.		
		20 por ciento han eclipsado el triunfo de su selección de fútbol en el Mundial de Sudáfrica.	Noun			
		ser campeón mundial en el deporte rey, el fútbol	Noun			
		En los últimos cuatro años y 50 partidos ha sido el combinado de fútbol con más encuentros	Noun			
		Mientras que el estadista de fútbol , Antonio Ubilla,	Noun			
		Antonio Ubilla, agrega que si bien España mostró un fútbol atractivo, al estilo de los sudameri- canos	Noun			
		Hoy, España es simultáneame nte Campeón del Mundo y de la Eurocopa en fútbol y el baloncesto.	Noun			
		“ es una nacion con tantos habitantes (46 millones) y una de las	Noun			

		ligas de fútbol más competitiva y cara del mundo.				
	Internet	, a la cabeza de las apuestas en Internet y con jóvenes hambrientos de gloria.	Noun	1		
	Tenis	Rafael Nadal al arrebatarse el wimblendon de las raquetas de Roger Federer y convertirse el número uno del mundo en tenis .	Noun	1		
	Gol	, coloco en las redes el gol que cambio la historia de España en los mundiales.	Noun	1		
	Tour	Albert contador que toco el cielo parisino en el Tour 2007.	Noun	2		
		...hoy es candidato opcionado para ganar el Tour de Francia.	Noun			
	Bar	Cuenta además con varias pantallas gigantes y un bar - lounge...	Noun	2	Fusion Om	93
		Desde la entrada de	Noun		Alaia	

		este nuevo bar-lounge -restaurante temático, es evidente la pasión por todo lo relacionado al surf.				
 Surf Desde la entrada de este nuevo bar-lounge-restaurante temático, es evidente la pasión por todo lo relacionado al surf Noun 1		
 Coctel Donde los cumpleaños son recibidos con el coctel flambeado de la casa. Noun 1 Om	
 cocteles Además, hay un lugar donde se puede relajar con música tipo chill out y disfrutar uno de los 100 cocteles que ofrece la carta. Noun 2 Tantra	
	 El servicio es excelente,;tienes buenos vinos ,buenos cocteles y las creaciones del chef, Alejandro Fernandez. Noun		
	Cocteles	Ademas, ha agregado nuevas entradas, cocteles , y hamburguesa S.....	Noun	2	Restaurantes Caracol Azul, Sport Planet.	96-97

		Lunes y jueves, cocteles y cervezas importadas 2x1.	Noun			
 Coctel Disfrutar gratis de una entrada , un coctel , plato fuerte y postre, y hasta recibe un obsequio. Noun 1		
 Hambur- -guestas Además, ha agregado nuevas entradas cocteles y hamburguesas Noun 1		
 Chips Incluye cocteles y Specialty Drinks 2x1 y tostada chips gratis. Adj. 1		
 Grill Entre los más apetecidos están las costilla de cerdo al grill con papas al horno. Noun 2		
	Light	...acuden los ejecutivos de la zona céntrica de la ciudad para disfrutar de un almuerzo Light Helados Light , hechos con frutas y sin preservantes, son los productos que ofrece esta cadena de	Adj. Noun	2 	La Pausa	103

 Coctel	heladerías... Para el que desea disfrutar de un piqueo con un coctel o simplemente relajarse con un café. Noun 1La keka	
 Shots Postres calientes como la delicia de manjar con helados y postres en shots Adj. 1 La bonboniera	
 Cheesecakes Se especializa en la venta de tortas, dulces, negritos alfajores, bocaditos y cheesecakes Noun 1 Patisserie gourmet	
	Look	Varios locales han cambiado de look este año y estrenan una decoración que envuelve con sus juegos de luces...	Noun	1	Para romper la rutina	104
 Cocteles Se destacan los sandwiches , cafes, cocteles de la casa, además de la música electrónica en vivo. Noun 1		105
 New age Es un sitio donde el corte contemporáneo, minimalista y new age de la decoración Noun 1		

		crea un ambiente seductor y cómodo a la vez.				
	Shows	Música en vivo, shows y peñas son los atractivos que promete este acogedor sitio.	Noun	1	Lolita	107-108
	Top	Madonna o Cyndi Louper encabezaban la lista de los Top ten.	Noun	1	Bar de los 80	
	Coctel	...disfrutar de un refrescante coctel en un ambiente cómodo.	Noun	1		
	Cocteles	Filet mignon y cocteles como el mojito y el “Liverpool” flambeado.	Noun	2	Liverpool	
		...entre una variedad de cocteles y cervezas,...	Noun		Kong	
					Bloom	
	Bar	Es un pequeño bar en la vía a...	Noun	5	La Matina	
		Es un bar con poco más de seis meses de vida que se dedica a la fabricación y venta de su propia cerveza artesanal.	Noun			
		...el bar-lounge es el	Noun			

		<p>sitio ideal para conversar pues se prohíbe el humo de cigarrillo.</p> <p>.....</p> <p>Entrar a este bar es cómo transportase a los tiempos...</p> <p>.....</p> <p>Una galería con vidrios y un sushi bar en la parte exterior dan la bienvenida...</p>	<p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p>		
	Shots	<p>.....</p> <p>...mientras que los shots son gratis para los compañeros.</p>	<p>.....</p> <p>Noun</p>	1		
	Hambur-guesas	<p>.....</p> <p>Las hamburguesas y aperitivos como el volcán nachos que lleva chili con carne y queso liquido.</p>	<p>.....</p> <p>Noun</p>	1		
Vanidades Año 50 Nro. 13 2010	Top model	Y en años anteriores la top model coreana Daul Kim y la rusa Ruslana Korshunova.	Noun	1	Frente a frente con nuestra lectoras	10
	Records	Si se vende por este monto se rompería los records de ventas en el área.	Noun	1	Una joya en Brooklyn	15
	Récord	Pablo Picasso	Noun	2	Pablo	16

		estableció un nuevo récord en cuanto a obra de arte vendida en un contexto público. y superó el récord alcanzado en el 2004 por la venta de su óleo <i>Joven con pipa</i> .	Noun		Picasso	
	Rock	Los festejos del Xacobeo 2010 hasta los conciertos de rock , como el de Andres Calamaro en el Capitol.	Noun	1	Santiago de Compos - tela	22
	Coctel	Estuvimos en un coctel privado en el exclusivo club Norwood.....	Noun	1	ISABEL TOLED O Y PAYLES S	25
	Club	En el exclusivo club Norwood, donde felicitamos a LuAnn Via y Eran Cohen,..	Noun	1		
	Estates	Piezas antiguas y joyas de	Adj.	1		

		estates , ha sido comprada por Kwiat.				
	Tout	Que estuvieron muy concurridos por el tout del mundo Chic londinense.	Noun	1	Paris Londres	26
	Fans	Los fans de Rihanna deben estar muy ansiosos, ya que se acerca la llegada de la diva caribeña.....	Noun	1	Miami	28
	Jazz	Si te gusta el jazz y estas por North Miami, aprovecha que los últimos viernes de cada mes, en MOCA.	Noun	2		
		Siempre programan encuentros con músicos de jazz al aire libre, los cuales comienzan a las 8 pm.	Noun			
	Nigth-club	Eric Milon, ex modelo y propietario del	Noun	1		

		nightclub.				
		
	Web	El futuro de la televisión está en la web.	Noun	1		
		
	Shows	Están desarrollando shows que solo se verán en Internet.	Noun	1		
		
	Internet	Están desarrollando shows que solo se verán en Internet.	Noun	1		
	Mix	Un mix de tiendas con anclas como Megamaxi, Bebemundo, Maratón Sports...	Noun	1	Guayaquil	30-31
		
	Cheesecake	La ultima inspiración de la casa es el Cheesecake de frambuesa.	Noun	1		
		
	Show-room	...para presentar una especie de café showroom,	Noun	1		
		
	Stock	Así tiene un stock permanente de zapatos,	Noun	1		

		carteras y marroquinería en general.				
		
	Coctel	En un reciente coctel estuve conversando con la diseñadora de zapatos Elisa Martinez.	Noun	1		
		
	Kit	Suscríbete en el plan anual y participa en el sorteo de un kit de productos.	Noun	1		
	Gloss	Este gloss se siente suave y lustroso al aplicarlo en tu boca...	Noun	1	Sofistica da y sensual	34
		
	Lipstick	..debe ser realzar tu belleza y suavizar tus facciones, y que el lipstick armonice con tu tono de piel.	Noun	1		37
		
	Look	Ofrece un look dramático intenso y sofisticado en cualquier ocasión.	Noun	1		

	Shorts	Me encanta el estilo desenfadado (sin mencionar la comodidad) que pueden brindarnos los shorts .	Noun	1	Tips	41
		
	Looks	Desde unos con looks retro con volantes o tipo faldita, hasta los mas ajustados y superaudaces	Noun	1		
	trendy	...,Lanvin presentó un vestido marrón super trendy , bastante ceñido al cuerpo	Adj.	1	Vanidad es de la Moda	42
	Coctel	Vestidos de coctel con llamativos estampados de flores fueron algunas sugerencias de Carolina Herrera.	Noun	1	Para las fashionistas	45
	shorts	También sustituyen los pantalones largos por	Noun	1	Inspira- ción Japone-	48

		shorts.			sa	
	Looks	En lo que necesita una mujer en su momento de crearse un look.	Noun	1	Extravagancias para sus manos	52
		
	Super sexy	Más allá de adornar las manos y hacerlas lucir super sexy.	Adj.	1		
	Royals	Junto con su hermana es una de las pocas royals que tienen guardaespaldas las 24 horas del día.	Noun	1	Revelaciones de la princesa Beatrice	57
	Béisbol	Marc Jacobs hizo su entrada llevando una gorra de béisbol en la cabeza.	Adj.	1	Variedad de estilos, desde diseños simples hasta estampados exagerados	60-61
		
	Fashionista	Brooke Shields llevó un vestido de Michael Kors., muy fashionista , de corto....	Adj.	1		
		
	Blue jeans	Ralph Lourn con sus eternos blue jean y us	Noun	1		

 Super sexy	chaqueta de tuxedo. Me encanto ver al super sexy Daniel Craig con su novia. Adj. 1		
	Sexy	Uno de los padres más sexy del planeta es Brat Pit.	Adj.	1	Mas allá de la pantalla	66
 BondingMatthew Broderick tiene un bonding especial con James Wilkie,... Noun 1		67
	Bar	Tomó distintos cursos de cocina, tecnología de bar y otros hasta que, en 1995.	Noun	1	Lisette sarfaty	68
	Yates	Los yates blancos y bellos flotan en la bahia, calas y pequeños puertos.	Noun	1	Mallorca la isla que los famosos adoran	77-78
 YateL os príncipes se hospedaron , cuando llegaron en el yate de Noun 1		

		Jurante II				
		
	Bares	, y la parte antigua con viejos palacios y callecitas estrechas de adoquines, con restaurantes, bares de tapas y boutiques.	Noun	1		
		
	Trendy	En Mallorca se come muy bien y tenemos el trendy Opio del Hotel Puro;.....	Noun	1		
	Living	El comedor y el living no estas separados. En el living , la original butaca Egg...	Noun Noun	2	El blanco tu mejor aliado	81
	Golf	Castillos de arena en la playa, una versión sencilla de golf en el	Noun	1	Juegos de verano	99

		patio,...				
	Fans	<p>...,pero me gusta que nuestros fans lo vean, para que se den cuenta de que somos una pareja normal".</p> <p>.....</p> <p>¿Cámaras y fans?</p> <p>¿Una pareja normal? Solo en Marte.</p> <p>.....</p> <p>Los fans de Scarlett johansson se preguntan el significado del tatuaje que la estrella de iron Man 2 lleva en la parte interior de su brazo.</p> <p>.....</p> <p>.....,Lilo, como la llaman sus fans.</p> <p>.....</p>	<p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p> <p>Noun</p> <p>.....</p>	<p>4</p> <p>.....</p> <p>2</p> <p>.....</p> <p>.....</p>	<p>Tori y Dean</p> <p>Son una pareja normal</p> <p>.....</p> <p>Scarlett</p> <p>Y su mensaje secreto</p> <p>.....</p>	<p>102-103-104</p>
	Look	<p>Russell Brand está tan entusiasmado con su próxima boda con Katy Perry, que ya tiende planeado su...atuendo o look para el</p>	<p>Noun</p>	<p>1</p>	<p>Katy Perry</p> <p>Una boda y un novio únicos!</p>	

		gran evento				
	
	Affairs	Además de revelar affairs con hombres casados, cuyos nombres no confiesa...	Noun	2	Courtne y La suerte de la fea...	105
			
		..., ahora proclama lo arrepentida que esta de su affair .	Noun			
	Sexy	La sexy modelo conversa con Vanidades de diferentes proyectos...	Adj.	2	Marisa Miller	114
			
		Atlética y sexy , así es la modelo Marisa Millar,...				115
		
	Club	Hasta la abuela materna era parte de un club demotociclistas en California.	Noun	1		
		
	Surf	...o sea, una tabla para hacer surf , que se utiliza con una	Noun	1		

 Jean	especia de remo;... En California ;“el único uniforme” es el jean , pero... Noun 1		
	Coctel	Inés Paulson de Guzmán invito a un coctel para celebrar...	Noun	1	Momen- tos y Vanida- des	126

Author : Elena Méndez Rivera

Quantitative Tabulation

Table four
The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
Ranking	40
Internet	28
Fútbol	27
Web	12
Bar	9
Coctel	8
Down	7
Retailer	6
Club	5
Look	5
Cocteles	5
Fans	5
Copy right	4
Clubes	4
Boom	4
Shows	3
Sexy	3
Records	3
Kit	3
Grill	3
Dance	3
Commodities	3
Yates	2
Trendy	2
Lipsticks	2
Tour	2
Supersexy	2
Shots	2
Living	2
Light	2
Bares	2
Goles	2
Gay	2
Gol	2
Fashion	2
Cheesecake	2
Confort	2
Business center	2
Affairs	2
Filmes	2
Jazz	2

Copy left	1
Top	1
Tout	1
Tax	1
Tennis	1
Top model	1
Suit	1
Surround	1
Stencil	1
Stock	1
Shock	1
Stand by	1
Software	1
Showroom	1
Royalty	1
Royals	1
Rock	1
Ring	1
Reggae	1
Rap	1
Pop	1
Out look	1
Night club	1
New age	1
Mix	1
Marketing	1
Manager partner	1
Long play	1
Link	1
Jeans	1
Home teather	1
Holding	1
Hippie	1
Hip-hop	1
Hardware	1
Hard discount	1
Golf	1
Gloss	1
Gays	1
Glamur	1
Film	1
Fashionista	1
Estates	1
Close up	1
Chips	1
Cheerleaders	1

Celebrities	1
Breakeven	1
Bonding	1
Blue jeans	1
Best seller	1
Beisbol	1
TOTAL: 93 anglicisms	277

Author: Elena Méndez Rivera

Table five
Comparison between variables

Anglicisms	Variables	f	%
	Cultural Magazines	29	10.46
	Scholarly Magazines	96	34.66
	General interest Magazines	152	54.87
	Total	277	100 %

Author: Elena Méndez Rivera

Description, Interpretation, and Analysis of Results

Thousands of languages are spoken around the world, but it happens that for numerous reasons, sometimes some influence over others, in this case English over Spanish, and inevitable some words of one language become part of the other language, so it is very common to find this influence reflected in the magazines people usually read. The examples are clear given that many anglicisms were found in following magazines: cultural magazine “La casa” revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión N°1 and N°4”, scholarly magazine: “América economía” and “Emprendedores” and general interest magazines: “Vistazo” and “vanidades”. These six magazines were used as variables for this research.

Having this information in mind, we can continue to go through with the analysis of the 30 most popular anglicisms presented in the results section, starting with the linguistic analysis. The anglicisms will be analyzed from the syntactic, semantic and morphological points of view.

Linguistic Analysis

One of the main aspects to explain is whether or not the anglicisms has an spanish equivalent, if it replaces any other word or if it is a brand new incorporation in the Spanish language. Now, it is time to start with the linguistic analysis.

Internet

According to the Merriam Webster Dictionary, this word function as a noun, here is an example found in one of our cultural magazines: "...los porcentajes de incremento anual, los mismos que son publicadas en la pagina de **Internet**.". In this sentence the word *internet* has been used as a noun. The word internet functions as a noun.

According to the Merriam Webster Dictionary, *Internet* is an electronic communication network that connects computer networks and organizational computer facilities around the world.

The word *Internet* has been accepted by The Real Academia Dictionary as a word used to define a decentralized computer net, which is formed by the direct connection between computers by means if a special protocol of communication.

When, investigating about this word, it was found that it has not undergone any morphological changes.

This word is one of the most famous anglicisms in our language. It obviously enriches our language since it is used in every part of the world, almost everyone understands this word and understands its meaning completely, the word *Internet*, without a doubt is very important.

Gay

This word is very common in the Spanish language, according to the Merriam Webster Dictionary, the word *gay* comes from the Middle English, it functions as an adjective, a noun, an adverb. In this example: “Se suman una interesante dossier sobre lo **gay** en el arte.” ; the word *gay* is functioning as an adjective in this sentence.

On the other hand, *gay* has many meanings but the most important ones are the following ones introduced by the Merriam Webster Dictionary: *gay* means “ a: happily excited ;merry in a gay mood b: keenly alive and exuberant: having or inducing high spirits ; a: bright, lively b: brilliant in color; given to social pleasures; a :homosexual<gay men> b : of, relating to, or used by homosexuals a gay bar ”.

This word is registered in The Real Academia Dictionary, where it has been defined as gay men, concerning to homosexual people.

As to the morphological analysis this word has had some changes. The word *gay* does have an equivalent in Spanish it is “*Homosexual*”.

Finally, it is important to mention that this word has been accepted by The Real Academia Dictionary, the use of this word has enriched our language, since it has lessen the semantic prejudiced implications the Spanish words have, because nowadays, it is much

more natural hearing the expression “yo soy gay” than “yo soy homosexual”.

Web

According to the Merriam Webster Dictionary this word comes from the English language, from Old English; akin to Old Norse *vefr* *web*, Old English *wefan* to weave.

This word has the gramatical function of a noun; for instance: “La junta plenaria, recibió el informe y dio su voto de aplauso, por las múltiples posibilidades que ofrecía la pagina **web**.” As it can be seen the word *web* in this sentences is functioning as a noun.

Taking into account the definition given by Merriam Webster Dictionary this word has many different uses such as: a fabric on a loom or in process of being removed from a loom; a thin metal sheet, plate, or strip b: the plate connecting the upper and lower flanges of a girder or rail c: the arm of a crank. Something resembling a web, the series of barbs on each side of the shaft or a feather, a: a continuous sheet or paper manufactured or undergoing manufacture on a paper machine.

The word *web* has been accepted in The Real Academia Dictionary, and the meaning given to it is as a computer net. This is a high known technological term in our environment. There is in fact a Spanish word to mean the same, the word “red” is the equivalent Spanish word.

The word *web* has not suffered any morphological, semantic or syntactical changes while becoming an Anglicism. In my opinion the word *web* deteriorates our language; this word is considered a foreign term since it has been borrowed from another language.

Club

The word *club*, according to The Merriam Webster Dictionary, this word comes from Middle English *clubbe*, from Old Norse *Klubba*; and, akin to Old High German *kolbo* club.

This word has been accepted by the Real Academia Española Dictionary as : A society been founded by a group of people with common interest and dedicated to activities of different species, mainly recreational, sportive or cultural. A place where the members of these societies meet.

To have a more clear idea about the use of this word as an anglicisms in our language, let us analyze this example: “...el taller Masónico, o el **club** de Tobi, para determinar lo que se debe o no se debe crear?.” In the context to the sentence given its functions as a noun.

The word *club* has neither suffered morphological nor semantical changes to be incorporated in the Spanish language, yet the way we pronounce it differs from English because Spanish phonology is different than the English phonology. Therefore, the

word club has maintained its original writing; nevertheless, its has different pronunciations.

This word enriches our language, because it has a unique meaning, that no other word can replace.

Fútbol

According to The Merriam Webster Dictionary *futbol* functions as a noun, but in its simple form-foot and -ball functions as noun and verb. Here is an example found in one of our general interest magazines: “ ser campeón mundial en el deporte rey, el **fútbol**.” Here, in this sentence it is used as a noun

A few definitions given by Merriam Webster Dictionary are: any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking: as a British : soccer b British : rugby c : an American game played between two teams of 11 players each in which the ball is in possession of one side at a time and is advanced by running or passing

The word *Futbol* has suffered some morphological changes to be incorporate in the Spanish language. One is in the writing form because it is written in a different way in English and in Spanish; in English this word is written in the following way: Football.

The word *Fútbol* does have an equivalent in Spanish. This word is commonly used. It is important to mention that this word has been accepted by the DRA, thus enriching the language.

Boom

Taking into account its etymology this word comes from Middle English *bomben*, *bummen*, of imitative origin . This term has two grammatical functions as a verb, and a noun; in the following example it is functioning as a noun: “ Juan Carlos Onetti se quedó y se perdió el **boom** pero se ganó nuestro respeto.”

According to the Merriam Webster Dictionary this word has a few meanings such as: Intransitive verb: to make a deep hollow sound. a : to increase in importance, popularity, or esteem. Transitive verb: to cause to resound often used with out <his voice booms out the lyrics>: to cause a rapid growth or increase of.

The word *boom* has been accepted by The Real Academia Española Dictionary as: Success or sudden peak of something, especially of a book.

Respect to the analysis this word has not suffered semantic, syntactic and morphological changes. The word *boom* has an equivalent in Spanish, which is “*bum*” with the same meaning, almost everyone understands this word and understand its meaning , and it has expanded our vocabulary; I think this word has neither enriched nor

impoverished our language, because its usage is not as frequent as it may need.

Filmes

According to the Merriam Webster Dictionary this word comes from Middle English *filme*, from Old English *filmen*. Grammatically, this word functions as a noun and a verb. “,...**Filmes** como el Chulla Romero y Flores y los Sangurimas, de Carl West.” Here is an example of how this word is used in our language, the word *filmes* is functioning as a plural noun.

In relation to the word *film*, there are some definitions given by Merriam Webster Dictionary such as: a thin skin or membranous covering; pellicle; so: a thin sheet of cellulose acetate or nitrocellulose coated with a radiation-sensitive emulsion for taking photographs; motion picture.

The word *film* has been accepted by The Real Academia Dictionary and is defined as film movie.

As it can be seen the word *filme* has suffered few morphological changes, because it has an extra “e” to fit the Spanish Structure of words; to be incorporate in the Spanish language.

This word has replaced the Spanish word “*película*”, and in some social contexts, it is commonly used; thus the word *film* deteriorates the Spanish language.

Down

The English word *down* has a single grammatical function, it is an adjective; here is an example found in one of our cultural magazines: " Si a esos niños no le obligaran, nunca competirían, porque la idea de competencia no es una idea **down**."

This word has the following definitions given by Merriam Webster Dictionary: a: toward or in a lower physical position b: in a direction that is the opposite of up; a: from a past time stories passed down by word of mouth: to or in a state of less activity or prominence

The word *down* has been accepted by The Real Academia Espanola, and it is defined as syndrome of Down.

As to the morphological analysis this word does not have had any change to be incorporated in the language ; it is written a same way in English and in Spanish language.

This word has enriched our language because semantically it is a word which states a new meaning for something that previously had no name.

Ring

According to the Merriam Webster Dictionary it comes from Middle English, from Old English *hring*; akin to Old High German *hring* ring. The word *ring* has only one function as a noun. For instance:

" Tres en un **ring**, donde la violencia convierte en poesía."

A few definitions given by Merriam Webster Dictionary are: a circular band for holding, connecting, hanging, pulling, packing, or sealing; a circlet usually of precious metal worn especially on the finger; a circular line, figure, or object smoke ring. Too; a set of mathematical elements that is closed under two binary operations of which the first forms a commutative group with the set and the second is associative over the set and is distributive with respect to the first operation.

This word has been accepted by the Real Academia Espanola, and is defined as quadrilateral (space limited by strings).

From a morphological point of view we can see that this word has remained unchanged, this is a new word in our language and not a modified word. This word deteriorates our language, even though it does replace “*quadrilatero*” word in our language.

Confort

Based on the etymological point of view given by The Merriam Webster Dictionary it comes from Middle English, from Anglo-French *cunforter*, comforter, from Late Latin confortare to strengthen greatly. Grammatically, it word has functions as a adverb and an adjective. This is the context in which this word was found “...en lo que concierne a ambientación, Higienización y **confort** de las personas.”, here is an example of how this word is used in our language, it has an adjective functions.

In relation to the word *confort*, there are some definitions given by Merriam Webster Dictionary such as: a. to give strength and hope to :cheer. b: to ease the grief or trouble of :console

This word has been accepted by the Real Academia Espanola, and is defined as that produces well-being and comforts.

Finally, for being used in the sentences above the word *confort* has not suffered semantic, syntactic and morphological changes, and has a few equivalences value in Spanish which are “conveniencia”, “comodidad”, “bienestar”. So it could be argued that in some way it has not enriched our language because semantically it is a word does not states a new meaning .

Ranking

This word is very common in the Spanish language, according to The Merriam Webster dictionary, the word ranking has the grammatical functions of a noun and an adjective, that derives from the verb rank. In this example “Sin sorpresas llega para Ecuador el **ránking** de las 500 mayores empresas de América Latina.”, the word ranking is functioning as a noun .

On the other hand, ranking has many meanings but the most important ones are the following ones introduced by the Merriam Webster Dictionary, ranking means “Luxureantly or excessively vigorous in growth; also it means Shockingly conspicuous, used as an intensive and high in amount or degree”.

As to the morphological analysis this words no changes in none of the morphological, syntactic or semantic levels.

The word *ranking* does not have an equivalent in Spanish, but there is a meaning that fits to this word and it is a list of popularity.

So, it is important to mention that this word has been accepted by the DRA and this word is commonly used; thus enriches our Spanish language because it gives us the opportunity to interact in the world, and this word is commonly used.

Commodities

According to The Merriam Webster Dictionary, this word comes from Middle English *commoditee*. English word has been found to be a noun. In the sentence, “Eso, acompañado de los buenos precios que tienen los **commodities** que exporta Brasil.”, the word “*commodities*” works as a plural noun.

A few definitions given by Merriam Webster Dictionary are a: an economic good b: an article of commerce especially when delivered for shipment; too; a: something useful or valued; b: convenience, advantage.

The word *commodities* has not accepted by The Real Academia Espanola Dictionary. No changes in spelling are made here, and again not every one understands the Anglicism completely. In this context the word *commodities* does not have a equivalent Spanish form; therefore the Anglicisms is preferred in the economical field.

This word has come to impoverish the Spanish language because not many people know for sure what it means, in every context, and may cause misunderstandings, affecting communication.

Surround

This is a fairly new word that has shown up with the overcoming of technology, according to the Merriam Webster Dictionary, this word comes from Middle English, to flood, inundate. Too, states the grammatical functions of the word *surround* as, a transitive verb, an adjective and a noun.

This word, used in a Spanish context , of the sentence “ como sistemas de video en 3D, sistema de sonido **surround** e internet tv.”; the word *surround* functions as an adjective.

On the other hand, *surround* has many meanings given by Merriam Webster Dictionary such as: a : to enclose on all sides : envelop: to enclose so as to cut off communication or retreat : invest b : to form or be a member of the entourage of c : to constitute part of the environment of d : to extend around the margin or edge of : encircle.

The word *surround* is not registered in the Real Academia Espanola Dictionary. As to the analysis this word has not suffered any changes in grammar. Even though, there is an equivalent for the use of this word in Spanish, because it gives something meaning but

is not really used by many people, so it could be argued that in some way it enriches our language.

Tax

According to The Merriam Webster Dictionary it comes from Middle English, to estimate, assess, tax, from Anglo-French *taxer*. This term has functions as a verb, a noun and adjective.

Here is an example of how this word is used in our language, the sentence “...de imponer un super **tax** de 40% a las utilidades de las empresas.” Its functions as a noun.

In relation to the word *tax*, there are some definitions given by Merriam Webster Dictionary such as: a: to assess or determine judicially the amount of (costs in a court action) b: to levy a tax on c: charge, accuse<taxed him with neglect of duty>; also : censure d: to make onerous and rigorous demands on <the job taxed her strength>

Thus, no morphological changes are observed; although, the word *tax* had been not accepted by The Real Academia Dictionary, there is the Spanish word “Impuesto” as an equivalent.

Personally believe that this word enriches our language given that it is used all over the world; almost everybody understands and recognizes its meaning.

Hardware

According to The Merriam Webster dictionary, this word functions as a noun, but in its simple form *hard-* functions as adjective. In this example:

“Alperowitch tendrá entre sus metas el aumentar las ventas de **hardware** y el volumen de páginas impresas.”; the word *hardware* is functioning as noun in this sentence.

On the other hand, *hardware* has many meanings but the most important ones are the following ones introduced by the Merriam Webster Dictionary: a: ware (as fittings, cutlery, tools, utensils, or parts of machines) made of metal, b: major items of equipment or their components used for a particular purpose <educational hardware>: as a : military equipment b : the physical components (as electronic and electrical devices) of a vehicle (as a spacecraft) or an apparatus (as a computer); c: an award (as a trophy, medal, or cup) given in a sports competition.

The word *hardware* has been accepted by The Real Academia Espanola Dictionary as: Group of the components that integrate the material part of a computer. Although *Hardware* is computing technical words, there are no semantic, syntactic or morphological changes

Personally believe that this word enriches our language given that it is used all over the world, this word does not replace any words in our language.

Stand by

The word *Stand by* according to the etymological point of view from the Merriam Webster Dictionary the word *stand* comes from Middle English, from Old English *standan*. The word *stand by* has the grammatical function of a verb.

In the sentence, “Fue breve y los pocos flujos de inversión extranjera continuaron en **stand by**.”, the word *stand by* works as a verb.

In relation to the word *stand by*, there are some definitions given by Merriam Webster Dictionary such as: Intransitive verb a: to be present; also : to remain apart or aloof; b: to be or to get ready to act <an ambulance was standing by>. Transitive verb: to remain loyal or faithful to : defend <stood by his decision>

The word *stand by* is not registered in the Real Academia Espanola Dictionary, this word has not has any adaptation. In short, for being used in the sentences above the word *stand by* has not suffered semantic, syntactic and morphological changes.

Personally believe that this word has neither enriched nor impoverished our lexicon, because it is not widely used, and stay in a restricted field.

Software

This word is another compound technical term of two individual words *soft* and *ware*, according to Merriam Webster Dictionary , the word's background is 1851, "woolen or cotton fabrics,² also, "relatively perishable consumer goods," from soft + ware (n.). The computer sense is a separate coinage from 1960, based on hardware. Grammatically, this word has function as a noun, here we have an example: "Marcas-derechos de autor (**software**/ uso de obras)."

There are some definitions given by Merriam Webster Dictionary of *software*. This word is something used or associated with and usually contrasted with hardware: As a: the entire set of programs, procedures, and related documentation associated with a system and especially a computer system; specifically: computer programs b: materials for use with audiovisual equipment.

The use of the word is in sync with technology; it refers to the actual programs which are used in the computers. Like most terms of technology it remains unchanged and because it is a technological term it adds value to our language, we cannot make up our words for every technological invention or advance made in history, so we are forced to borrow the original name and enrich our language.

The word *software* is one of the most famous anglicisms in our language. It obviously enriches our language since it is used in every

part of the word, almost everyone understands this word and understands its meaning completely, this word , without a doubt is very important.

Holding

According to the Merriam Webster Dictionary, this word comes from Middle English, from Old English *healdan*; grammatically, the word *holding* functions as a noun, but in its simple form *hold* functions as a verb. Here is an example found in one of our scholarly magazines: "...; y otra , de la refinación y comercialización , y un **holding** que administre ambas..." where it is used as a noun.

The word *holding* has the following definitions given by Merriam Webster Dictionary: a : land held especially by a vassal or tenant b : property (as land or securities) owned —usually used in plural : a ruling of a court especially on an issue of law raised in a case — compare dictum b: something that holds

The word *holding* has been accepted by the Real Academia Espanola Dictionary and the meaning given to it is as financial society that possesses or it controls most of the actions of a group of companies.

As to the analysis this word has not suffered semantic, syntactic and morphological changes. There is in fact a Spanish word to mean the same, which is "posesión", but in the context of the sentence given above the word *holding* does not have an equivalent

in Spanish . I would say that it has enriched our language, because it has expanded our vocabulary and provides of a new word.

Kit

The word *kit* is very common in the Spanish language, according to the Merriam Webster Dictionary it comes from Meddle English, this word functions as a noun here an example: “1 **kit** de escencias (eucalipto).”

In relation to the word *kit*, there are some definitions given by Merriam Webster Dictionary such as : a collection of articles usually for personal use a travel kit: a set of tools or implements : a set of parts to be assembled or worked up <a model-airplane kit> : a packaged collection of related material a convention kit.

The word *kit* has been accepted by The Real Academia Espanola Dictionary as: a group of products and enough utensils to get a certain end that you are marketed like an unit.

As to the morphological analysis this word does not have had any change in its writing because it is writing in the same way in English and in Spanish language, but , the Spanish expression “equipo”, “caja de herramientas”, could be used as an alternative.

Finally, this word deteriorates our language, keeping in mind that other words are readily available, meaning that this word is trying to replace other Spanish words.

Grill

The word *grill*, according to The Merriam Webster Dictionary, the word *grill* functions as a noun, here is an example found in one of our scholarly magazines: “...dar cuenta del lechon asado en algun **grill** de Caballito”.

The word *grill* has the following definitions given by Merriam Webster Dictionary: to broil on a grill; also : to fry or toast on a griddle, a : to torment as if by broiling b : to question intensely the police grilled the suspect.

This word is commonly used and it is important to mention that this word had been accepted by The Real Academia Espanola and is defined as iron utensil, gratinador.

When, analyzing about this word it was found that it has not undergone any morphological change. In addition I can say that an equivalent word to replace the English one should be “parrilla”. In my opinion this word deteriorates our language, meaning that this word is trying to replace other Spanish words.

Show

This word has an enormous social implication within our society, according to The Merriam Webster dictionary, the word *show* functions as a verb and a noun. Here is an example found in one of our general interest magazines: “Música en vivo, **shows** y peñas son

los atractivos que promete este acogedor sitio”. In this sentence the word *shows* is functioning as a plural noun.

On the other hand, *shows* has many meanings but the most important ones are the following ones introduced by the Merriam Webster Dictionary: transitive verb : to cause or permit to be seen: exhibit : to present as a public spectacle : perform : to give indication or record of : to present (an animal) for judging in a show. So, intransitive verb a : to be or come in view b : to put in an appearance <failed to show> a : to appear in a particular seem, appear; to exhibit one’s artistic work

The word *show* has been accepted by The Real Academia Espanola Dictionary as show of varieties. Action or thing carried out for reasons of exhibition. 1. loc. verb. To organize or to produce a scandal.

This word is very common in the Spanish language, does not reflect any morphological change, and it is syntactically correct; even though it does replace “*Espectáculo*” word in our language. This word enrich our language and gives us a universal word as our own.

Bar

The word *bar* according to The Merriam Webster Dictionary it comes from Middle English barre. Grammatically, this word functions as a noun, transitive verb, abbreviation, preposition and combining form. This is the context in which this word was found

“...es un pequeño **bar** en la via a...” the word *bar* is functioning as a noun.

A few definitions given by Merriam Webster Dictionary are:
a : a straight piece (as of wood or metal) that is longer than it is wide and has any of various uses; *especially* : a handrail used by ballet dancers to maintain balance while exercising.: something that obstructs or prevents passage, progress, or action: a vertical line across the musical staff before the initial measure accent : measure.

The word *bar* has been accepted by The Real Academia Espanola Dictionary as “ local in that drinks are dispatched that usually take of foot, before the counter. 2. m. Certain type of breweries.”

In short, the word *bar* has not suffered semantic, syntactic and morphological changes. There is not any different word from the Spanish language that may be used to mean the same.

This word is one of the most famous anglicisms in our language. It obviously enriches our language since it is used in every part of the world.

Rock

According to the Merriam Webster Dictionary, this word comes from Middle English *rokken*, from Old English *roccian*.

The word *rock* functions as a noun, a verb and an adjective, here is an example found in one of our general interest magazines:

“Los festejos de Xacobeo 2010 hasta los conciertos de **rock**, ...”. The word *rock* in the sentences above is functioning as a noun.

On the other hand, *rock* has many meanings but the most important ones are the following ones introduced by the Merriam Webster Dictionary: *rock* means to become moved backward and forward under often violent impact; *also* : to move gently back and forth; so, : to sing, dance to, or play rock music; *slang* : to be extremely enjoyable, pleasing, or effective her new car *rocks*.

This word has been accepted by The Real Academia Espanola Dictionary as: musical Gender of very marked rhythm, derived of a mixture of diverse styles of the American, and popularized folklore from the decade of 1950. Also, Music rock. The era rock.

From a morphological point of view we can see that this word has remained unchanged, this is because it is a new word in our language and not a modified word.

The conclusion for this anglicism is that enriches our language because it provides a clear understanding for its use, without replacing any other words which could provide the same effect.

Dance

According to the Merriam Webster dictionary, this word comes from Middle English *dauncen*, from Anglo-French *dancer*.

Grammatically, the word *dance* has the functions as a verb and a noun, in this example “ Ritmos que van desde la balada

tropical hasta el reggae y el **dance** ”: the word *dance* is functioning as noun because before it there is an article.

The word *dance* has the following definitions given by Merriam Webster Dictionary: Intransitive verb: to engage in or perform a dance. Transitive verb: to perform or take part in as a dancer : to cause to dance : to bring into a specified condition by dancing. Noun: an act or instance of dancing: a series of rhythmic and patterned bodily movements usually performed to: the art of dancing.

On the other hand, the word *dance* has been accepted by The Real Academia Espanola Dictionary as dance of swords. 3. m. Ar. Poetic composition that is recited in this dance.

The word dance has neither suffered morphological nor semantical changes to be incorporated in the Spanish language .

In briefly, this word is commonly used, this Anglicism has not replaced any Spanish word, I consider that the word *dance* enriched our language because semantically it is a word which states a new meaning for something that previously had no name.

Copyright

Copyright is a compound term made up of the individuals words *copy* and *right*, The Merriam Webster dictionary states this word functions as a noun, an adjective and transitive verb, but in its simple form copy- functions as a noun, a verb and however -right functions as a noun, an adverb, an adjective and a verb.

This is the context in which this word was found “...Estados Unidos para cuestionar a la otra C del **copyright** o derechos del autor.” the word *copyright* is functioning as a noun.

The word *copyright* has many meanings but the most important ones are the following ones introduced by the Merriam Webster Dictionary: copyright means the exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something.

Thus this word has been accepted by The Real Academia Espanola Dictionary as royalty.

A lesser know anglicism in Ecuador which has not changed at all in its grammar from English. This word names something which had no name previously in our language so you could say that it enriches it, even though not everyone might understand it.

Rap

According to the Merriam Webster Dictionary, this word comes from Middle English *rappe*. And this word functions as a noun. For example: “EEUU se alimenta del **rap**.” In this sentence the word *rap* is functioning as a noun.

The word *rap* has the following definitions given by Merriam Webster Dictionary: a sharp blow or knock a : a sharp rebuke or criticism b : a negative and often undeserved reputation or charge — often used with *bum* or *bad* <given a bum *rap* by the press> a : the

responsibility for or adverse consequences of an action refused to take the *rap*.

The other hand, The Real Academia Dictionary defined the word *rap* as musical style of origin Afro-American in that, with a syncopated rhythm, the letter, of provocative character, is more recited than sung.

From a morphological point of view we can see this word does not have had any change while becoming an anglicism. It does not have a precise equivalent Spanish form.

In briefly, this word is commonly used it is important to mention that this word has been accepted by the Real Academia Española Dictionary. This word has enriched our language because it has given us a word to a kind of music that previously had no name, which in this case is referring to *rap* music.

Look

From the etymological point of view given by The Merriam Webster Dictionary the word *look* comes from Middle English, from Old English *locian*; akin to Old Saxon *loconto* look. According to The Merriam Webster Dictionary it functions as a verb and a noun, here is an example found in one of our general interest magazines: “Varios locales han cambiado de **look** este año...” .Here, in this sentence the word *look* is used as a noun.

This word has been accepted by The Real Academia dictionary and is defined as people's image or aspects and it's also used for things; moreover, it is especially used for a distinction or reason.

On the other hand, no morphological changes have been done to it. The word *look* has a low equivalency value and it replaces other words in Spanish such as "*estilo*", "*forma*", *etc* .

Consequently, the use of the word *look* in our language falls into the barbarism category because we do have Spanish words or expressions that could be used instead. Taking into account the information given above we can say that use of this word has deteriorate our language.

Récord

According to The Merriam Webster Dictionary this word comes from Middle English, literally, to recall. This term has three grammatical functions as a verb, an adjective and a noun. Here is an example found in one of our general interest magazines: "Pablo Picasso estableció un nuevo **récord** en cuanto..." the mentioned word has a noun functions.

A few definitions given by Merriam Webster Dictionary are:
at HEART: of, relating to, or being, one that is extraordinary among or surpasses others of its kind. Transitive verb: to set down in writing: furnish written evidence of; and: INDICATE, READ: to give evidence of. So, to cause (as sound, visual images, or data) to be

registered on soothing (as a disc or magnetic tape) in reproducible form intransitive verb: to record something.

Morphologically the word *record* has remained in its original writing from the language borrowed. The only morphological change that this word has suffered is the use of a tilde on the /e/, its meaning has been shortened to only a couple of meanings from the English version, thus causing a semantic change. Even though, there is an equivalent for the use of this word in Spanish people got used to the word *récord* for many different purposes.

To conclude, the word *récord* has been accepted by the RAE, this word is also very famous in Spanish and has an important meaning which people understand right away, making it a word which enriches it rather than deteriorates it.

Fan

The word *fan*, according to the Merriam Webster Dictionary this word comes from Middle English, Old English *fann*; grammatically, it functions as a noun and verb.

Let's take a look at these examples below. "Pero me gusta que nuestros **fans** lo vean."; this sentence has been taken as an example of Anglicisms from general interest magazines; here the word is being used as a noun.

A few definitions given by Merriam Webster Dictionary are: As a noun: an instrument for producing a current of air. As a verb: to drive away the chaff of (grain) by means of current of air.

The word *fan* has been accepted by REA. And taking into account the Real Academia Dictionary's definition it's defined as someone who admires, follows someone else or feels enthusiastic about something.

Regarding its morphology, the word *fans* has not suffered any changes from the short English version of the word "fanatic", its syntax has not either.

The use of the word *fan* in our speech falls into the barbarism category, because it does have an equivalent in Spanish which "*fanático*". It comes to replace it, and it seems like a perfectly efficient anglicisms which makes our language better, enriching our lexicon.

Tennis

According to The Merriam Webster Dictionary, this word comes from Middle English *tenetz*, *tenys*. The term *tennis* is a noun, here is an example found in one of our general interest magazines :

"Rafael Nadal al arrebatarse el wimblendon de las raquetas de Roger Federer y convertirse el número uno del mundo en **tennis**.", the word *tennis* is functioning as a noun.

The word *tennis* has the following definition given by Merriam Webster Dictionary as: an indoor or outdoor game that is played with rackets and a light elastic ball by two players or pairs of players on a level court divided by a low net.

The other hand, this word has been accepted by The Real Academia Espanola, and is defined as: play practiced by two people or two couples that rush a ball alternately, using rackets, above a net, with the purpose that the other part doesn't guess right to return it.

In short, the word *tennis* has not suffered morphological, syntactic and semantic change to be used the way it is now in our language. There is not any other word from the Spanish lexicon to replace this word; to conclude that it has also come to enrich our language, especially because, its common use.

Comparative Analysis

This study could reflect that the three variables that participated in this research had a lot of anglicisms and according to the collected data, we will show the frequency of these anglicisms and analyze the following chart:

The Most Frequent Anglicisms (in all variables)

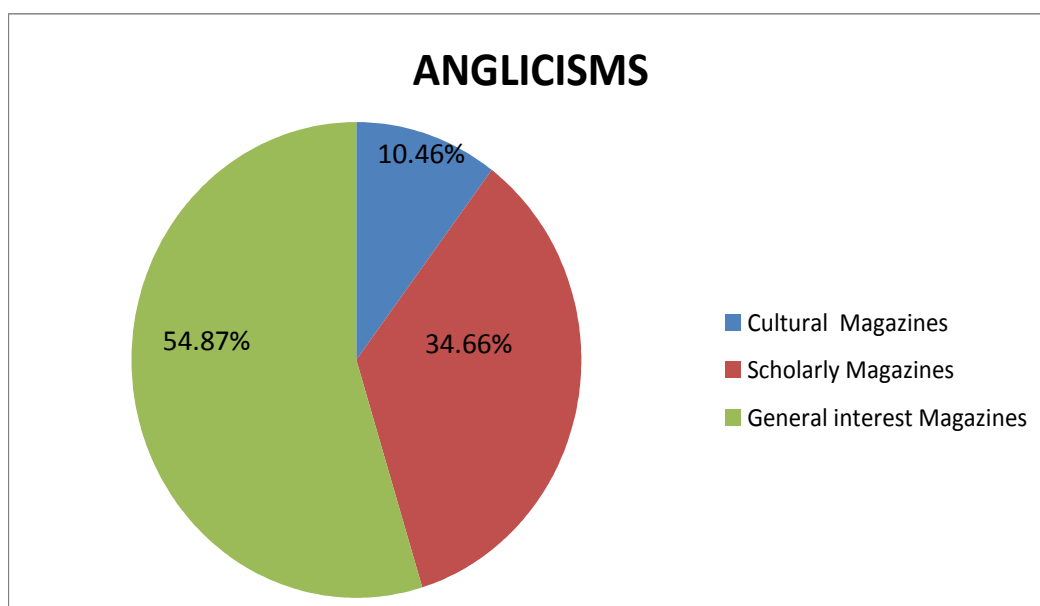
Anglicisms	Word repetition number
Ranking	40
Internet	28
Fútbol	27
Web	12
Bar...	9
Anglicisms : 93	277

Author: Elena Mendez Rivera

The chart above contains information related to the statistical analysis of frequency, which shows the final results gathered. In the following paragraph the results will be described.

After doing a careful examination 93 anglicisms were found in the three variables. The total number of repetition is 277. The fewer number of anglicisms were found in the cultural magazines, *La casa: Revista de la Casa de la Cultura Ecuatoriana Benjamin Carrion Número 1 and 4 Número*. The most common anglicisms were web, film, dawn, deficit, club, link, boom, ring. Internet, which was used more than four times in this variable, is one of the most famous anglicisms in our language. Besides, in *América –economía and*

Emprendedores magazines some anglicisms have been found, among them it can be mentioned holding, commodities, tax, hardware, kit, marketing. The most frequent anglicism in this variable was ranking. Also, the anglicisms used more repeatedly than others are bar, fashion, pop, in *Vistazo* and *Vanidades* magazines, which pertain to the cultural interest variable.



As it is shown, regarding the results obtained through the analysis of three variables: cultural magazines, scholarly magazines and general interest magazines that participated in this research had more anglicisms regarding the Variable General Interest magazines.

There were found 29 anglicisms in cultural magazines, which represent 10.46% of percentage; according to scholarly magazines were found 96 anglicisms with a percentage of 34.66%. General

interest magazines had a higher percentage with a frequency of 152, which gives a percentage of 54.87%

Finally, From the information above for which only six magazines were used, all of them used anglicisms. In order to give their report a different style, to call the reader's attention, in some way to make it look luxury or different from the rest. In short magazines or any kind of printing media is a great successful influence to spread out the use of anglicisms. To figure out the reasons why our society tend to use and accept Anglicism, and the impact on our society that these anglicisms have in relation to our culture identity; we have to do a study on the data collected as evidence of changes in the language. One of the particular ones and in which morphological, syntactic, semantic changes can be found, is the magazines, where this particular phenomenon is evident.

Conclusions

- Through the analysis of some Anglicisms found in the magazines selected for the sample, it was determined that the magazines which contained the most number of Anglicisms were the ones of general interest, especially the Vistazo magazines.
- This research has demonstrated that most of the morphological changes that these words have suffered while becoming Anglicisms, is due to people writing them down as the way these words sound in our language without realizing that English phonology is different than Spanish phonology.
- The analysis of the magazines revealed that the large majority of the Anglicisms are often being written in a restricted or particular topic, that is, in magazines of general interest, it occurs because they are heading to all the people in general and they are not worry about having a formal language.
- From 277 Anglicisms collected, internet, ranking, club, web, football, bar, fans, look, show, and pop have been the ten Anglicisms mostly used.
- Some Anglicisms are integrated into the existing language structures. It is a fact that an extensive usage of foreign words may lead to some serious changes in a language.

- This project demonstrates that another major reason for the spreading of Anglicisms in our language is due to the introduction of the foreign products whose names have no Spanish equivalence.
- This research project has been an enjoyable experience because the general and specific objectives have been achieved, whit satisfying findings.

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Annexes

Charts for gathering of bibliographical information

Theme	Pg. No	Information	Form No__
Linguistics			
Title (book, journal, magazine): Citation, in APA format:			
Linguistics			
Title (book, journal, magazine): Citation, in APA format:			
Linguistics			
Title (book, journal, magazine): Citation, in APA format:			
Relevance to your proposed topic?			

Charts for Studies Previous.

Chart:

Title of the Study:

Citation, in APA format:

Item	Information	Form No ____
Research question(s) or hypothesis:		
Subjects or participants:		
Setting or place:		
Methods:		
Results:		
Author's/authors' Conclusions & Recommendations:		
Limitations identified by the author(s)		
Relevance to your proposed topic?		

Quantitative Tabulation

Table One

Variable: Cultural Magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Cuadernos de Tun-gurahua: Gaceta de la Cultura 2006	Cóctel	Mis neuronas batidas como para cóctel de angustias y ansiedades.	Noun	1	L.S.D. Desgraciado en tierras ajenas	26
La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión N ^a 4 2009	Link	...como un vínculo (link) para descargar una antología	Noun	1	El pie de la Letra: de creadores indulgentes y críticos asépticos	71

Author: Elena Méndez Rivera

Table Two

Variable: Scholarly Magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Gestion Economía y Sociedad Nov. 09	Record	Diez años después, éstas baten un nuevo récord en el periodo....	Noun	1	Lo coyuntural del mercado de valores	26
Gestion Economía y Sociedad (Otra fecha)	Ranking	Gestión realizó un ranking de las empresas....	noun	5	Lo estructural del mercado de valores	22-23

Author: Elena Méndez Rivera

Table Three

Variable: General Interest Magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Vanidades Nov. 09	Fashion	...,la siempre fashion Jamima Goldsmith llevaba un blusa....	Adj.	1	Todo sobre el mundo del espectáculo en NY, Londres y Madrid	108
Vistazo Nov. 09	Champions League	...aparecen en la campaña de la Champions League celebrando ...	noun	1	Tierra de tontos	108

Author: Elena Méndez Rivera

Quantitative Tabulation

Table: Four

The most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
Cóctel	1
Link	1
Record	1
Ranking	5
Rashion	1
Champions League	1
TOTAL: 6 anglicisms	11

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Table five

Comparison between variables

Anglicisms	Variable	F	%
	Cultural Magazines		
	Scholarly Magazines		
	General Interest Magazines		
	Total		

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